

Survey:

Introductory Description:

Sentiment analysis can - through the analysis of text, speech or facial expressions - decipher emotional states; usually both a score (type of emotion) and magnitude (intensity) are produced. From there, the company gathering this information can use it to guide content serving decisions — maybe you will be served a promotion surrounding ice cream if sentiment analysis concludes you are likely sad. As a result, sentiment analysis promises to more efficiently serve content that can benefit both the device user (more relevant content) and advertisers (higher value impressions).

Questions:

In the following questions, we'd like for you to indicate how strongly you either agree or disagree with the statements provided.

- 1.) Technological improvements are always beneficial and ultimately produce a more prosperous society

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 2.) Sometimes we should be willing to sacrifice some privacy if it means we are rewarded through added convenience

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 3.) I feel uncomfortable with the amount of information large tech companies track and gather

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

- 4.) I prefer it when I am served promotional content that is tailored to my interests and values

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

5.) The government and other regulatory authorities are doing a good job with appropriate technological oversight

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6.) Sentiment is just another piece of data within speech, text or facial expressions and doesn't warrant any additional privacy considerations

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

7.) I welcome the use of sentiment analysis if it provides me with content and promotions more relevant to my present emotional state

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

8.) The government can move at a sufficiently quick pace to introduce new regulatory ordinances as new technologies are deployed.

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

9.) I feel there is significant variability to what I want to both watch and consume as I move through the normal range of human emotions

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10.) You have to accept the possibility that some people may be harmed if you want a robust free market where innovative ideas compete to create value

Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly agree
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

11.) Between Google and Amazon,

Demographics:

1. What is your age range?
2. What level of education have you achieved?
3. What is your gender (if you feel comfortable sharing)?
4. In what sector do you have the most experience?
5. Country/location related question here maybe?